IN THE CLAIMS:

Claims 1-184 (Cancelled)

185. (New) A method implemented by a device, comprising:

    generating a purchase price of a purchase;

    generating a rounded price;

    calculating a round-up amount; the round-up amount being a difference between the purchase price and the rounded price; and

    printing an entry in a lottery in which a prize for winning the lottery is proportional to the round-up amount.

186. (New) The method of claim 185, in which generating the rounded price comprises:

    rounding up the purchase price to a whole number.

187. (New) The method of claim 185, in which generating the rounded price comprises:

    calculating a lowest whole number that is greater than the purchase price.

188. (New) The method of claim 187, in which generating the rounded price comprises:

    determining a lowest whole number that is a multiple of five.

189. (New) The method of claim 187, in which generating the rounded price comprises:

    determining a lowest whole number that is a multiple of one.

190. (New) The method of claim 185, in which outputting the signal indicative of the upsell comprises:

    displaying text explain that the identified upsell may be purchased for the round-up amount.

191. (New) The method of claim 185, in which outputting the signal indicative of the upsell comprises:

   displaying text that identifies the upsell and at least one of the round-up amount and the rounded price.

192. (New) An apparatus, comprising:

   a processor; and

   a memory storage device in communication with the processor,

     the memory storage device storing a program which controls the processor to perform the method of claim 185.

193. (New) A method implemented by a device, comprising:

   generating a purchase price of a purchase;

   generating a rounded price;

   calculating a round-up amount; the round-up amount being a difference between the purchase price and the rounded price; and

   displaying an offer to exchange the round-up amount for an entry in a lottery in which a prize for winning the lottery is proportional to the round-up amount.

194. (New) An apparatus, comprising:

   a processor; and

   a memory storage device in communication with the processor,

     the memory storage device storing a program which controls the processor to perform the method of claim 193.